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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION
UNITED STATES DEPARTMENT OF AGRICULTURE

September 11, 1943 — No. 23

F.F.F.F FACTS

More materials for community mobilization in the Food Fights for Freedom Campaign will be in the field soon. We reported in the calendar for August 28 (No. 21) that a Community Mobilization Handbook was being prepared—this Guide is scheduled to be ready for distribution next week. Copies will go to: Community Service Members of the War Price and Ration Boards, Nutrition Committee Chairmen and to Local Defense Councils, attention the Consumer Interest Committee Chairmen.

FOR THE CANVASSERS:

An illustrated folder to be used in the home visit which will help the canvassers tell their story and to arouse the interest of the housewife and household members. This will go to press immediately.

A quiz sheet to leave at the home, designed to answer questions most frequently asked about food. It will be printed along with the illustrated folder.

Limited numbers of certain publications (already printed) will be available for canvassers to supply those households where special interest is shown in the particular subject.

TOOL KIT: of information aids for use in carrying out the community campaign.

SLIDE FILM: For use in group meetings.

All of the materials will be distributed through FDA regional offices with the exception of the Community Mobilization Guide which will be delivered to the persons listed above. Materials will be ordered by the chairmen of the citizens food committees in each community. TO AVOID PREMATURE QUERIES - CALENDAR PLANS TO TELL DETAILS LATER.

WHEAT - NOW AND THEN. The contrast between the U. S. wheat situations in World Wars I and II is pointed out in Food Info. Series No. 62, of September 6. We were desperately short of wheat 25 years ago, now we still have large stocks. Assuming the greatest disappearance in history, we shall have on next July 1, after 2½ years of global war, a carry-over about 6 times as great as that on July 1, 1918, after a year and a quarter of European war. This should help you answer some of the half-truths and fairy tales about our food situation.

FIGHTING FLAX. Flax growers are going over the top this year with a record harvest estimated at 54,331,000 bushels of oilseed, 34 percent more than in 1942. Still more will be needed in '44 to meet all the war uses for this vital crop. Info. Series No. 61 has all the facts.

RADIO REPORT

National Farm and Home Hour

Monday, September 13: Howard Zahniser, Bureau of Plant Industry, Soils and Agricultural Engineering--"Preventing Pre-Harvest Drop of Fruit." Victory Gardens--Ernest Moore and Dr. Victor Boswell, author of USDA Victory Garden publication--"Taking Care of the Fall Crops." Tuesday, September 14: Ruth Van Deman, Bureau of Human Nutrition and Home Economics--"Honey in Cooking". M. L. Dumars, Radio Service--"The Irish Potato Problem." Wednesday, September 15: The Future for Which We fight #10--Secretary of Agriculture Claude R. Wickard --"The Kind of World Farmers Want." Thursday, September 16: Wallace Kadderly, Chief of Radio Service--"Dairy of a Harvest Hand." UNCLE SAM'S FOREST RANGERS. Friday, September 17: Wallace Kadderly--"Labor-Saving Ways to Handle Livestock." Ruth Van Deman--"Old Coat Gets New Lining."

Consumer Time, September 18, NBC - 12.15 P.M. (EWT)

"Keep Warm This Winter" -- The program subject embraces the conservation of fuel and home insulation.

Before and After treatment (home insulation) will be presented in a couple of dramatic incidents. Inexpensive methods of insulation for home will be discussed.

Under Secretary of the Interior Abe Fortas will be guest speaker giving the facts on shortages and stocks of solid fuels.

Production Prospects...Despite unfavorable weather in some sections of the country, the Crop Report for September 1 indicates that crop prospects declined less than 1 percent since the August 1 report. The outlook still indicates near-record crop yields on the largest acreage in 10 years.

Here's the highlights:

CORN: A bumper crop of 2,985,267,000 bushels --- a gain of 111 million bushels over the August 1 forecast. This will be the second largest corn crop in 23 years.

DRY BEANS: 130,000 bags greater than the estimated yield on August 1. This record crop is 17 percent higher than the harvest of '42.

DRY PEAS: While showing a reduction over the last crop report, indications are that we will beat last year's crop, which was the largest on record, by a third. We will beat the 10-year average (1932-41) by 350 percent!

SOYBEANS: Only about 800,000 bushels away from the '42 mark from an acreage 7 percent greater than last year.

FLAXSEED: '43 production is to be far the largest on record showing a 35 percent increase over '42. About 3-3/4 times the 10-year average 1932-41.

POTATOES: An indicated production larger than any crop of record exceeding the previous record of 427,249,000 bushels in 1928 by 33 million bushels.

PEANUTS: -- will beat the harvest last year by 594,580,000 bushels.

We lost some ground since the last estimate in cotton, grain sorghums, oats, barley, hay and commercial truck crops. The reduction in prospects during August was largely due to drought. You can't blame the farmer for the weather.

REPORT ON RALLIES.....HOME FRONT PLEDGE CAMPAIGN..... EPISODE SEVEN

'CROSS THE COUNTRY--Here's more dope on the drive from other sections of the nation.

MINISTERS JOIN IN SOUTHERN DRIVE: White and colored ministers are giving organized support to the HOME FRONT PLEDGE CAMPAIGN in Walton County, Georgia. On August 25, Mr. John R. Bell, Chairman of the HFP planning committee, met with both white and colored ministers. Reverend J. L. Drake, pastor of the First Baptist Church, opened the meeting with prayer and challenged the ministers of Walton County to set an inflation control example for the nation.

THE CAMPAIGN IN CLEVELAND. The week of August 30 was set aside as Home Front Pledge Campaign week, during which newspapers, radio stations, the Mayor's black market committee, Civilian Defense Council and labor groups will cooperate to further the campaign.

12000 SIGN IN SOUTH BEND. Estimate 12,000 pledges already signed in South Bend whose District Director, Frank Sibley, reports "It is our thought that the Home Front Pledge Campaign is consolidating the activities of all government agencies solidly behind OPA as well as putting our program on a community basis."

SUGGESTIONS FOR HUMAN INTEREST STORIES. Junior Chambers of Commerce can be of material aid in promoting Home Front Pledge Campaign, and at the same time further their civic aims. Gary Junior Chamber, which had planned to start weekly forum program on radio late in September, or early in October, moved plans ahead to sponsor two 15-minute forum programs discussing the Home Front Pledge Campaign and its purposes. Scripts were prepared by Chicago Regional Office, one adapted from manual on New Orleans campaign, the other an original humanizing the work of the price panel. Four-person case for each forum was selected from Home Front Committee, general group named to conduct campaign. The actors were a housewife, grocer, price panel chairman and a price panel member.

LABOR TAKES THE LEAD. On Labor Day, September 6, approximately 10,000 AFL members took the Home Front Pledge en masse at Omaha. On September 11 all supplies will be mailed to 2,300 Block Leaders. Actual solicitation will begin on Sept. 13. The Better Business Bureau and the Civilian Defense Council are cooperating in the Omaha efforts.

PROGRESS IN SAN DIEGO. Home Front Pledge making big strides in San Diego where department stores, groceries and public utilities are devoting advertising space to campaign. Most Reverend Bishop Charles Francis Buddy gave official approval to price panel program which includes HFP. Mrs. Vivia O'Toole, head of local council of Catholic women, actively participating. Council of Jewish Women and locally important Thursday club cooperating on Campaign as group project. CIO, AFL and IAM are very active.

HALF OF BLACK MARKET. While Bridgeport, Conn. housewives rally to hold the line against inflation, merchants are advertising the Black Market as "Hitler's Secret Weapon."
Showing that they and their customers are on the same side in this war, one merchant's ad read --
"American, sure - his looks, his name, his speech, he's all American except his heart. He's working against America every time he buys a side of beef on the Black Market, every time he obligingly slices you off a cut and sells it to you above ceiling prices without asking ration stamps. He's only half the Black Market - you are the other half."

Report on Rallies.....H.F.P.C. Continued---

BOUQUETS:

A special salute goes to Miss Mary Phyllis Singer, county board clerk (OPA) at Montrose, S.D., who didn't wait to be asked to put on the Home Front Pledge Campaign, and who, upon receiving the information, immediately went to work. Montrose, was the first small town in the Chicago area of OPA to be signed up 100 percent. Out of a population of 850, the local board received 344 pledges, which represents each home.

WAR. A display ad in the Asheville Citizen and the Times (Special campaign edition) characterizes the Home Front Pledge Campaign as "A War Within A War". A war on All and Any forces that increase cost of living.